

Atty Dkt.: 4001-00800

*Patent***AMENDMENTS TO THE CLAIMS***Listing Of Claims:*

1. - 6. (Canceled)
7. (Currently Amended) A method of improving customer loyalty, said method comprising:

utilizing a computer to execute a plurality of steps, the steps comprising:  
selecting a product information related to a product;  
storing a purchase information related to the purchase of the product by a  
customer;  
storing a customer information related to the customer, the customer information  
associating the customer with the purchase;  
storing a promotion information related to a promotion of the product, the  
promotion being independent of the customer information;  
determining an intersection of the promotion information, the purchase  
information, and the customer information and storing the intersection in a database as a  
customer incentive report;  
receiving a dimensional wherein the database comprising comprises a first plurality  
of tables comprising at least one a first table containing the product information, each of a  
second plurality of the first plurality of tables table comprising the purchase information,  
and a plurality of rows having at least one attribute related to an effective identifier in said  
row, the second plurality comprising a third table comprising the promotion information-a  
plurality of rows, each of the plurality of rows of the third table comprising and a reference  
to a row of at least one other table in the dimensional database; and,  
following the receiving determining step:

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fashioning at least one the second table responsive to an item identifier attribute of at least one of the at least one first table of the at least one dimensional database; and responsive to at least one of the at least one second table, picking at least one row from one selected from a the first table or the second table of the dimensional database and a table produced responsive to at least a portion of at least a portion of at least one first table of the dimensional database; and,

receiving an identifier of a first input table comprising at least a portion of one of the first tabletables, the first input table comprising a plurality of rows, at least one row consisting of at least one selected from an item effective identifier and a user effective identifier; and

fashioning the third table comprising at least one row consisting of at least one selected from at least one with the identifier corresponding to at least one of the item identifiers from at least one row of the first input table and at least one identifier corresponding to at least one of the user identifiers from at least one row of the first input table.

8. (Original) The method of claim 7 comprising the additional step of delivering the third table to a user corresponding to the user identifier.

9. (Currently Amended) The method of claim 7-claim 8 wherein the delivery step comprises delivery of a computer-readable copy of the third table to the corresponding user.

10. (Currently Amended) The method of claim 7-claim 8 wherein the delivery step comprises delivery of a printed copy of the third table to the corresponding user.

11. - 15. (Canceled)